

## PRODUCTS and CO-PRODUCTS EVENTS, COLLABORATIONS and 5VIE EXHIBITORS

5VIE district confirms its role as promoter and cultural producer, with a series of different events that show various ways of making design at the present time.

This year again, after a careful selection of the projects, 5VIE board chose some projects to co-produce, by defining the editorial line of the district, such as exhibitions concerning both craftsmanship and sustainability.

In addition to the co-produced events, many other events are organized in the district, and 5VIE coordinates some institutional and logistic features.

Finally, we give you a brief description of the many exhibitors who recognized 5VIE's synergy of intents and values, and who decided for this reason to exhibit their works in district.

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## Events co-organized by the 5VIE Circuit during the 2016 Milan Design Week

### Seletti & Disaronno

#### **2016 Design Pride & Party By Disaronno- Piazza Affari**

Italy's most ironic and rebel design brand Seletti presents the first DESIGN PRIDE. After spicing up Piazza Affari for two years, turning it even into an amusement park with bumper cars, this year Design will be celebrated with an engaging pop parade, floats, music and dances: a fully-fledged carnival. On Wednesday, April 13th, from 19.30, the parade will cross the 5 VIE district, and will arrive to Piazza Affari, where a celebratory party will be held. It is open to the public and organized by Disaronno for the launch of the collection jar created together with Studio Job designers. Headed by Seletti and Disaronno, the DESIGN PRIDE will be attended by Gufram and Toiletpaper, among many others.

### European Days of Artistic Craft Professions

#### The cooperation between the **Cologni Foundation of Artistic Craft**

**Professions** and Associazione 5 Vie continues strong in the framework of the European Days of Artistic Craft Professions, supported by Vacheron Constantin. Three events are organized to celebrate on a European scale the know-how and the "gestures of the future":

-in the framework of the *XXI Triennale* Exhibition, 4 laboratories will be organized by several 5 Vie artisan shops at the "**New Craft**" pavilion, decorated by Fabbrica del Vapore. The Laboratories will welcome a delegation of students from the Milan Cavalieri Institute, and they will take place on April 2<sup>nd</sup> and 8<sup>th</sup>.

- in the framework of the International Furniture Exhibition "*Salone del Mobile*", select 5 Vie artisan shops will remain open on Saturday, April 16<sup>th</sup> and Sunday, April 17<sup>th</sup>, in order to welcome guests and visitors, and tell them all about the beautiful role of master artist. The following shops are taking part in the circuit: Ambrogio Carati, Bianca Bassi, Daniela De Marchi Atelier, DecorAzione, Giusy Bresciani, Guido De Zan, Laboratorio Paravicini, La Cucitoria, Laura Menegotto, Legatoria Conti Borbone, Pia Virgilio, Pilgìo, Sacchi Restauri, Sotto Il Gazebo, Spazio Omnia, Taglieria Italiana Crippa. In addition this year 5Vie has been supported by Manuela Florio creator of the no-profit website " perMilano.it " who has interviewed all artisans.

### **2016 Green Island, ARBRE MAGIQUE / The Biodiversity Tree**

Via Terraggio, 5 | Giardino del Terraggio

Arbre Magique is an artistic installation of ecofriendly-design created by the Volpati/Nucarain duo during the 2016 GREEN ISLAND, under the supervision of Claudia Zanfi. This is a joint creative project, based on the expertise of the Volpati/ Nucara duo. The main actor is the tree, which



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comes alive with colorful silhouettes that leave the spectators in awe, while conveying their message on biodiversity. The Arbre Magique for 'Giardino del Terraggio' is a special version that wants to make us think about the future of our planet. And it does so with a tree full of small figurines of flowers and pollinators. With amused lightness, the tree tells its viewers about an imaginary green pathway that connects all beings and all countries, to try and find a global answer to the Earth's problems. Therefore, the insects were carefully selected: the bee and the bumblebee, social animals that act as pollinators, a crucial role to protect ecosystems; the ladybug, a lucky charm and great parasites eater; the butterfly, which to become that needs to go through a phase of transformation and rebirth. And some flowers were included as well, especially those that represent our daily landscape. Arbre Magique is an installation that calls for a green approach, where progress, technology and wellbeing are no longer in stark contrast with sustainability and biodiversity. On Tuesday, April 12<sup>th</sup>, from 16.30 to 17.30, there will be a laboratory for children and families on the issue of biodiversity, trees and pollinating insects.  
[www.arbremagique.gallery](http://www.arbremagique.gallery)

### Luca Cipelletti's Shit Museum

Located in the Piacenza province, the Castalbosco Farm produces milk for the Grana Padano cheese. It houses 2,500 select bovines; they are very efficient and they produce 30000 liters of milk, and about 100 tons of manure. Owner of the farm Gianantonio Locatelli has turned the task of dealing with this huge amount of shit into an innovative and environmentally friendly industrial project. Today, from the manure he extracts methane, fertilizer for the fields, and raw materials for plaster and bricks. He does so using cutting edge systems that reduce atmospheric pollution and the spread of nitrates in the ground, as well as turning the natural cycle into a virtuous one. Giving shit its true value, and attaching once again due importance to agriculture and livestock. Humanity, nature, arts, technology. The Museum of Shit was created thanks to the cooperation and dialogue with Luca Cipelletti, Gaspare Luigi Marcone and Massimo Valsecchi. The project blends biomechanics, environmental arts, the farming landscape, the system of digesters that turn manure into energy, and the ground floor of the late medieval Castalbosco castle - today a heated premise. The museum houses a series of ever changing installations, dedicated to transformations, the ability to change natural substances and establish once again the right relationship between man and nature. Once seen as alchemy, today these topics are at the forefront of a project aimed at dismantling cultural norms and preconceived notions. The museum spaces and the rooms of the castle, as well as in their digital form, will house those aesthetic and scientific experiences, human and animal, current and old, that turn shit into useful and live matter. Both practically and metaphorically. Starting from the dung beetle, considered sacred by the Egyptians and which is the symbol of the museum, to using manure to build constructions in the most remote cultures on the planet, from ancient italic civilizations to Africa, analyzing historic-literary works, such as the *Naturalis Historia* by Pliny, to the most current scientific research and artistic production that joins the use and re-use of waste and scraps. The project represents a pool of contemporary curiosities, under the guiding principle of science and the art of transformation. Few phenomena are as rich in complexity and concepts as the cultural history of shit. The Museum of Shit is an agency for change, a research institute that gathers data, documents and information about excrements in technology, science, culture and history. It also carries out an enzymatic function: it engages artists, scientists and institutions into a dialogue on ideas and projects relating to the value of shit and its endless uses, both actual or yet to be discovered. *De rerum natura*: On the nature of things. Thanks to its transformation into something else, arts or technology alike, the Castalbosco farm and museum are together an environmental laboratory of anticipation: a fertilizing machine, an energy plant and idea factory, situated in an intermediate domain between ideas and materials. This is an activity that elevates the essence of excrements, waste and shit. It is the mirror of a great plan that draws life and energy from a material erroneously considered vile.

**First Supper Project** - c/o Big Apple - Piazza Mentana, 3 ang. Via San Sisto



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La **SWING Design Gallery** di Benevento presents "First Supper Project" by **Giovanni Delvecchio** e **Andrea Magnani**. *"This is a dinner, his memory fixed in the plates in which it was consumed"*

**Ladies & Gentleman** - Via Cesare Correnti

**Organized by PS and Secondome**

PS and Secondome gallery of Rome reopen a popular house of Milan, which has been uninhabited for years, with the purpose of bringing back to light the magic atmosphere of the place and its decorated rooms. The best, new artisan products will be exhibited there: ceramic coverings by **Cristina Celestino** for **BottegaNove**, **Mingardo**, carpets by **Henzel Studio** and 3d printed lighting fixtures by **Ex-Novo**.

This selection aims at celebrating the projects and its creators, such as **Mario Milana**, **Tommaso Fantoni** and **Francesco Meda**, the Lebanese designer **Samer Almeen** or the lighting fixtures by **Servomuto**.

**Project by: SECONDOME, BOTTEGANOVE, MINGARDO, HENZEL STUDIO, .EXNOVO, MARIO MILANA, TOMMASO FANTONI, FRANCESCO MEDA, SAMER ALAMEEN, SERVOMUTO & .TO.DO, STUDIOPEPE, HERVET MANUFACTURIER, RESTARTMILANO, VALENTINA CAMERANESI SGROI E FEDERICA ELMO, F.L. FOURRICHON & SPERANZA FRATELLI.**

### List of the events organized with the cooperation of the 5VIE Circuit during the 2016 Milan Design Week

**MoscaPartners with DAMn° Magazine**

Palazzo Litta | Corso Magenta 24

**A Matter of Perception: Tradition and Technology.** MoscaPartners and Damn Magazine have overseen and organized this third edition of the Palazzo Litta exhibition. A collective that gathers some of the big names in international design in one of the city's most amazing examples of Lombard baroque. This year, architect Diébédo Francis Kéré, born in Burkina Faso and now working in Berlin, will interpret the event's location, the palace courtyard, and transform it into a neo-African village. The installation will be surrounded by exhibitions and artworks by some of Italy's design masters, as well as international talents and several up-and-coming young artists, all organized in cooperation with some of the best international design companies.

Designers: Dieberò Francis Kéré, Alberto Meda, Forma Fantasma, Anton Alvarez, Michele De Lucchi, Andrea Branzi, Francisco Gomez Pas, Vittoriano Viganò, Gino Sarfatti, Matteo Ragni, Lanzavecchia +Wai, Mist-o, Muller van Severen, Jasper Morrison, Danilo Premoli, Filippo Protasoni and Claudio Larcher, HettlerTullmann and Belgium is Design.

[www.moscapartners.it](http://www.moscapartners.it)

[www.damnmagazine.net](http://www.damnmagazine.net)

**MISIAD** - c/o SIAM Società d'Incoraggiamento Arte e Mestieri -via Santa Marta 18

**Riflessioni/Reflections**

Once again, Misiad is organizing an exhibition inside the wonderful library of the Italian Society for the Promotion of Arts and Crafts (SIAM), a vocational training and cultural promotion institution. The event is the result of a new collaboration with the Italian Design Agency IDA (whose capital is held by the i2i Fund - Italians to Italians), an agency that aims to promote Italian design abroad, engaging the international demand via a digital platform and a network of Ambassadors all over the world. Laura Agnoletto curates the exhibition. "The reflection is the most important mechanism through which objects reveal themselves to our eyes". 'Reflections' is an exhibition that will display objects that do not absorb light, but rather they reflect it, surrounding us with a world made of new images and imaginations.

[www.misiad.it](http://www.misiad.it)



**Masterly - The Dutch in Milan** - Palazzo Francesco Turati - Via Meravigli, 7  
**Curator and Art Direction: Nicole Uniquole**



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An interdisciplinary exhibition of Dutch design, arts, crafts, fashion, and photography, presented like never before. A first time, for many reasons: the first time a Dutch pavilion is included in the Design Week, the first time in Milan for Dutch curator Nicole Uniquole, renowned at home for her high quality exhibitions, and the first time in years that Palazzo Francesco Turati opens its doors to the public, after careful renovation.

The Dutch Pavilion occupies over 1500 sq. m. of the Palazzo. Masterly - The Dutch in Milan brings to the heart of the 5VIE District an ensemble of exhibitions that provide an overview of the latest Dutch production, ranging from presentations by famous companies to well established designers, all the way to the works of new, emerging talents. Over 125 designers will participate in the event. The magnificent ancient halls of Palazzo Francesco Turati will house an exhibition where the creations of over a hundred Dutch artists and designers engage into a dialogue with a selection of Golden Age Dutch paintings. The furniture, accessories, clothes, textiles, jewelry stand out for their design quality, originality, choice of materials, and craftsmanship. Masterly - The Dutch in Milan aims at showing the ability of Dutch design to successfully apply traditional craftsmanship techniques to the manufacture of contemporary design.

[www.masterly.nu](http://www.masterly.nu)

#### **Cromateria - Luca Trazzi Design - Museo Diocesano - Corso di Porta Ticinese, 95**

During the Milan Design Week, the Diocesan Museum will become the stage for artistic and industrial installations.

Thanks to Sirca, a leading Italian industrial paint company, the cloister of the Diocesan Museum will host the Cromateria event from April 12<sup>th</sup> to 17<sup>th</sup>, 2016, in the framework of the Milan Design Week. The event consists of a series of installations designed by Luca Trazzi, aimed at guiding the visitor through a sensory and creative journey, thanks to the alternative use of paint, colors and materials. The Diocesan Museum is an integral part of Sant'Eustorgio, one of Milan's oldest museum complexes, and it will be included in the artistic-cultural "5 Vie" circuit, which links some of the most important cultural institutions of Milan, from the Pinacoteca Ambrosiana to the Archeological Museum, including the Cenacolo Vinciano and other museums, cloisters, archeological sites, internal courtyards and many other places for you to discover. Providing an opportunity to international guests to discover the location, the installations will come alive in the evening, projecting lights, images and music. One of the sides of the cloister is missing, and it was re-built using a 36-meter-long and 6-meter-high wall made of modular iron elements. Here, using a series of projected images, some of the artworks belonging to the Museum collection, which includes over sever hundred pieces from the 4<sup>th</sup> century to the current one, will be shown to the public, along with images that highlight the contribution of the industry to this event. Two spiraling towers made of wood and metal and measuring 12 meters in height will support the multimedia projection system. At the base of these elements there will be two water pools. Alongside two smaller wooden elements, a 25-meter-long table will be placed in the cloister *portico*. The table boasts a plethora of colors and surfaces obtained and painted with Sirca products, so that the visitor can touch and feel different materials and finishes, colors that range from matte to shiny and that are deemed trendy for 2016, as well as different textures. This will be a truly comprehensive sensory experience.

#### **In - Chiostro Creativo - Design, architecture and the city - Chiostro delle Scuole Orsoline di San Carlo - Via Lanzzone,**

Arch Academy and PPAN - communication and networking for the built environment - are promoting a series of events in the cloister of Orsoline di San Carlo, in order to bring into the spotlight the themes of architecture and the city. The typical day schedule includes a late morning talk and an afternoon meeting dedicated to the relationship between designers and customers, and to excellence 'made in Italy', thanks to the participation of well-established studios and young talents. The discussions will also address the issues of energy and city planning, as well as project communication. Chinese star Ma Yangson (Mad Architects), Patricia Viel and Demogo studio, winner of the Young Talent of the Italian Architecture 2015 Award, have already confirmed their attendance. There will be an opportunity to meet and network during the lunch break, organized by Laurenzi Consulting. Under the cloister porticos, curator Paola Silva Coronel





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will set up an installation dedicated to digital decoration. After decades of “total look”, all wood, all white, all gray, we are witnessing a comeback of the decoration theme, indoor as well as in product design. Digital technologies have played an important role in this process, as they brought about several significant innovations. The staging at the Bramanteschi Cloisters aims to tell of this comeback, highlighting how today we can replicate the same decoration theme on multiple supports and materials, thanks to a number of digital techniques. This is a great opportunity to renew the interior design with creativity, limited investments and short deadlines. Last but not least, among the arches of the cloister, Ad Urbem will organize an exhibition-itinerary called “Sant’Ambrogio: modern architecture and urban context”, consisting of a map and a selection of photos of the area’s most interesting architectures, which you will have the chance to discover on Friday, April 15<sup>th</sup> and Saturday, April 16<sup>th</sup>, thanks to a guided visit carried out by the students of the Scuole Orsoline di San Carlo Artistic High School.

<http://www.ppan.it/per/58/5vie.htm>

#### **Italian Touring Club - Aperti per voi /Open for you**

Started in 2005, “Open for you” is an initiative by the Italian Touring Club to make available artistic, cultural and religious sites that are often closed to the public. In 2012, the initiative was awarded the High Patronage of the President of the Italian Republic. Over 7 million people have visited the sites “adopted” by the association and its over 2000 volunteers all across Italy, who work hard to welcome guests and oversee the site as well. In Milan, 16 sites will be open for you, and on April 13<sup>th</sup>, for the inauguration of the 5 VIE District, the “Open for you” volunteers will welcome visitors to the Church of San Maurizio al Monastero Maggiore, in Corso Magenta, exceptionally until 22.30.

[www.apertipervoi.it](http://www.apertipervoi.it)

#### **DoppiaFirma: dialogues between design and métiers d’art – Veneranda Biblioteca Ambrosiana – 1 San Sepolcro Sq, at the corner with dell’Ambrosiana St**

Fondazione Cologni dei Mestieri d’Arte, Living and yoox.com are glad to present DoppiaFirma, an experimental project that combines design innovation with great Italian art masters’ traditional works, by using efficient digital tools to talk about this duo in more than 100 countries of the world. The project aims at creating a unique collection (16 pieces) of refined objects, which are the result of a rare and creative exchange between a designer and a skilled artisan: new pieces of arts that are born from the mutual fertilization of a contemporary design culture and a territorial original expertise. Unique, co-designed objects, created by popular designers and young talents, and by great Italian art masters, who use rare techniques and valuable materials.

#### **Spazio Rossana Orlandi – 14 Matteo Bandello St**

Rossana Orlandi presents a selection of International design works, such as those by Maarten Baas, Nika Zupanc, Damiano Spelta, Enrico Marone Cinzano, Anotherview, Hillsideout, Manuela Crotti, Ghidini, Scarlett Splendour, Karakter, The School of Art Institute of Chicago.

[www.rossanaorlandi.com](http://www.rossanaorlandi.com)

#### **Simple Flair - “All Is Design”**

Since 2010, Simple Flair has been a transversal look on any kind of design. It is an online reference point, always kept up-to-date, that every day looks at the changes and at the trends of the architecture and design sector, by suggesting interesting addresses and experts. It publishes editorials, interviews and special news about the major international manifestations, for those who are looking for inspiration and news. The project concept is the territorial transposition, in the 5VIE district, of the Simple Flair editorial manifesto: “all is design”. This is an holistic approach, with a transversal nature, that doesn’t want to talk about future, but aims at being a representation and interpretation of the present. Architecture and design are accompanied by Communication and they have involved other disciplines that have been selected by the same magnifying glass, in order to connect any content with the other. A chair, a pair of glasses, a logo, a bike, a building or a pen: all is design.







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The project exemplifies it through a location (Simple Flair Head Quarter), where a series of contents are explained. This is possible thanks to the help of editorial report activities on different days, when Simona and Riccardo (Simple Flair's founders) will meet various influencers of the sector, in order to transmit Design Week's news to every web channel or social network. They will start from the Simple Flair Head Quarter and then they will follow guests to discover the best design week's addresses, dedicated to the concept: all is design.

During the district's inauguration day, the location Simple Flair Head Quarter will be presented, with the participation of many guests. Moreover, at night, the opening event will take place and, at the same time, a launching event open to public will be held.

**Revolart: bring no furniture** - University Cattolica del Sacro Cuore- Largo Gemelli

14/15/16 April 2016

In the 3 days of events three types of happenings will be presented to the public: a wide academic part, a purely artistic part, and a pop part. Each one of these three keys will be developed as a narration, connected with the others, and it will contribute to the creation of the daily schedule.

As a matter of fact the days will start with a series of open lessons and meetings with the public, focused on the artistic survey and on the ways of disclosing it to the public: frontal lessons and debates, arranged by the organising institutions involved, where professors and experts in the field will introduce the submitted topics by interacting with the audience and having a debate.

Afterwards there will be the proper artistic moment (the heart of the initiative), during which Master Michelangelo Pistoletto, opportunely introduced and presented, will perform the making of a Third Paradise artwork in the university spaces, in front of the gathered audience.

To close each day there will be pop events, submitted and organised by Treviso Home Festival and Unconventional Events and financed by the sponsors according to the overall event standards: dj-sets with known artists accompanied by the bright choreographies of a light designers collective, which will literally liven up the University architectures.

### Open Design Italia

#### Fuorisalone 2016: Open Design Italia Partecipates In 5vie

For the first time at Fuorisalone of Milan, Open Design Italia exhibits, in shops and in ateliers of the area, the works by ten of the best designers who took part in the event and became popular after it.

Set up in 2010, Open Design Italia is an incubator of creativity in the design world of small series.

It is a service promoter for the networking among designers, companies and artisans of the area, which aims at fostering new kinds of enterprise.

The 2016 edition is held in Basilica Palladiana of Vicenza, from 9 to 12 June. Participants are selected through a casting process in three cities: Milan, Rome and Naples. The Milan audition will take place from 14 to 15 April at SIAM, 18 Santa Marta St.

### Participants

#### Alberto Levi Gallery - 24 San Maurilio St

Alberto Levi Gallery presents *Works*, an event composed of 4 different exhibitions: **Dhurries** carpets by the Interior Designer from Milan **Barbara Frua De Angeli**, the collection of **Stripes** Tibetan carpets by the designer **Birgit Krah** for the Berlin studio **Reuber Henning**, the new collection **Arràs** by **Angela Florio** and the evocative **Mappe** by the conceptual artist **Andrea Costa**.

#### Antichità Giovannino Sacco - 21 Santa Marta St

This year again, Antichità Sacco will host the designer **Francesca Mo** and the exhibition of old original pieces "**Ludus**". The designer worked on material and shapes to create "recreational" jewels.

#### Artespressione - 3 della Palla St





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ARTESPRESSIONE Gallery will host the exhibition *"Il tempo sospeso"*, by **Matteo Pacini**, who brings the concept of craftsmanship back to the top thanks to the intuition of **Cinquepiùdue**, that is to say of the artists **Leonardo Bastianelli** and **Giulia Filippi**.

A **preview** of the exhibition will be shown at Lo Studio Arredi di Beatrice Petriccione di Vadi, 11 San Maurilio St: in this context, some of the Cinquepiùdue's works will interact with the furnished spaces thanks to the Studio's products.

**AIM- Associazione Interessi Metropolitani** - 13 San Vincenzo St  
"Vie & Interni" by the photographer Virgilio Carnisio. A 28 pictures exhibition for the Design week, in collaboration with Fondazione 3M by Professor Roberto Mutti.

**Barrell12** - Via Lanzone, 7  
During the event "Amiamo i nostri bidoni", the designer Francesca Cutini will present her new collection.

**BDDW** - 19/A Santa Marta St  
During the Milan Design Week, BDDW will present new objects and furniture pieces by Tyler Hays and illumination by American designers BDDW represents (Lindsey Adelman, David Weeks, Roll & Hill, Apparatus, etc...).

**BiCA - Good morning design** - c/o The FabLab - 18 Santa Marta St  
**Alice Azario** and **Elena Tirinnanzi** present BiCA-Good morning design with a new line of ornamental mirrors and acrylic mirror accessories. A poetic tale that recalls atmospheres of other times with a fresh and elegant style.

**Big Apple** - 3 Mentana Sq, at the corner with San Sisto St  
An inebriating spring experience at Big Apple with **FLOWER POT by POTOCCO** event. The décor company POTOCCO will show its new catalogue with an original and embracing fitting by **Marco Viola Studio**.

**Carla Saibene** - 20 San Maurilio St  
This year again, Carla Saibene reaffirms its collaboration with the designer **Servomuto**. Furthermore, in collaboration with **Serena Barbieri Catering**, a new drink will be presented, which is the result of a special secret recipe.

**Chris Cerf** - 16 Sant'Ambrogio Sq  
In the Chris Cerf boutique, the preview of "Rio & Florals" foulards new line by the Brazilian brand **Sandra Smith Studio** will be given.

**Damaschino** - 13 Santa Marta Sq  
*Aris Provas* - Damashino's interior designer sets up a new collection of the historical natural textile company Giori, and the decorative panels made by **Ines Paderni**.

**Daniel Gonzales**  
**PARAGUAS**- Umbrellas found on the street, unsewn and reordered in the space. This is the essence of the installation by the architect and artist Daniel Gonzalez Sandoval; a translucent structure made of 190 triangles that are 4 meters high suspended in a narrow pedestrian street of Milan Old Town. This idea was inspired by rubbish, in a town where a number of umbrellas are abandoned each time it rains. Each octagonal cloth is made up of 8 isosceles triangles, which are then diagonally positioned on a high structure. Colors play a fundamental role. By passing by, the spectator manages to appreciate the sequence of warm and cold counterposed tones. Sunlight enhances lively colors at the top and strong shadows at the bottom. The point is that one can obtain a lot from scratch, provided that there is a close and sincere dialogue with matter and energy around us.

**DDM - Daniela de Marchi Atelier** - 9 dei Piatti St  
Daniela de Marchi's atelier will host "Cuore di Pietra", a project by the designer **Renzo Buttazzo**. Stones and stones melt down into an ancient artisan union, precious sculptures and matter jewels.

**Dental Art** - Gorani St.





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**Decontaminart** -Contamination: the introduction of pathogens into materials, food or the environment with the result of making them unsuitable for their original aim and harmful to your health. In psychiatry, the term refers to the fusion of several words into lexical units that have no meaning. Contamination disables the device that it touches and deconstructs it, opening it up to unforeseen uses. A moment of crisis that signals a boundary and leaves space for the unexpected.

Ever since 1973, Dental Art has been the leader in the sector of furniture and decor for dentistry and medicine. Now it's preparing to be contaminated by Fuorisalone and is deconstructing its own products into lexical units devoid of meaning. It's up to the visitor's eye to recompose, give meaning and decontaminate.

**Disde. Design Displacement** – c/o Marcello Del Giudice – 12 Santa Marta st  
Gruppo di designer che lavorano sulla "dislocazione" e interazione dei loro oggetti creando un'atmosfera inaspettata.

**Dress You Can** - 1 Gian Giacomo Mora St

"Fashion Radar: Unique Fashion Objects by DressYouCan". DressYouCan reaffirms its strong collaboration with young and promising emergent designers. Together with **Radar**, an Italian-French brand specialized in décor design, and **ArtRooms**, innovative web platform, DressYouCan, a collective of artists, starts a unique and innovative experience with clothes, objects, accessories and colors. **ArtRooms** will enrich the creative space of DressYouCan with the works of two artists: **Massimo Divenuto**, musician and painter, and **Maria Saggese**, young artist who experiments new techniques.

**Edb Design** – c/o Studio Gaetano Radice Fossati- 14 Santa Marta St  
**Eleonora Del Bono** and **Alizarina Silva**, soul of **Edb Design**, will present the project "**Terra d'ombra**", a research on new kinds of maps, on possible itineraries. The inspiration tool will be the atlas, atlases, as mental, visual, organic and physical maps.

**Elena Boffi Gioielli** – 16 Sant'Ambrogio Square  
Elena Boffi will host **Plinio il Giovane**.

**Funky Table** – 19 Santa Marta St

FUNKY TABLE presents **FATTO A MANO**, a tale of hand-made embroideries, woven fabrics and superimpositions in different places of the world. **Hand embroidered cushions** by young women from Goré and **glass containers covered by woven plastic strings** made by the prisoners of Dakar's jail. This limited edition of objects is produced in collaboration with the association **Csao Paris** that, for more than 20 years, has been supporting the work and the independence and emancipation process of community groups in Senegal. Part of the proceeds will be donated to support these projects. For the first time in Italy, the **Over the Rainbow** baskets by **Elsa Randè**, young designer from Paris, will be shown. Inspired by the Fifties, the French designer made these objects by weaving scoubidou strings. The **Overlay** containers will be also exhibited. They are **made by Ilaria Innocenti** with superimpositions of terracotta and resin, counterposing a natural and porous material to a synthetic and smooth one.

**Gianluca Pacchioni** - San Maurilio St, at the corner with Nerino St  
**Gianluca Pacchioni presents "Living Metals"**. The work of Gianluca Pacchioni is a mix of sculpture and design, and it manages to transform metals into light and solids into liquids. After a long career as sculptor of light, this year Pacchioni presents "CREMINI", a new collection of side tables/sculptures. He combines different metals with Persian travertine blocks, which are partially covered by liquid metals. The technique used by the designer permits to fossilize natural elements of the vegetal world into liquid fusions. The result is a set of ornamental elements that transform the idea of interior décor.

[www.gianluca-pacchioni.com](http://www.gianluca-pacchioni.com)

**Goodfeelings** - 8 Nerino St







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The new Goodfeelings method transforms the concept of color at home, by intimately connecting the person with positive emotions: colors full of memories are the most precious ones.  
The result is a set of colored interiors, as if they were a chromatic palette.

#### **JRK Design - c/o Spazio Brentano , Brentano St**

JRK Design, in collaboration with **Dibiesse Cucine**, will set up "**vestiMI**", a temporary corner, with the first preview of the project **COVER**. The program includes many events, such as the one dedicated to **V-ZUG**, one of the JRK design partners as for the preparation of "vestiMI": the historical Swiss brand of high quality house appliances organizes a cooking show completely dedicated to steam cuisine. Moreover, for the setting up, JRK design collaborates with other two important partners: **Panzeri** for lighting and **Pedrali** for décor.

#### **Karimoku New Standard - c/o Studio Nerino -21 Santa Marta St / 8 Nerino St**

In an atmospheric space, hidden in the courtyards in the historic 5 Vie district, KARIMOKU NEW STANDARD invites to an intimate exhibition to present prototypes of the new pieces 'Colour Wood Chair' by **Scholten & Baijings**, coat stand 'Angle' by **Lucien Gummy** and an XL version of dining table 'Scout' by **Christian Haas**. On the occasion of this event, Karimoku New Standard's creative director David Glaetli invited Italy-based Korean artist **Chung Eun-Mo** to create an extensive installation that brings the furniture into a dialog with her intriguing works.

<http://www.karimoku-newstandard.jp>

#### **La Cucitoria - 4 Disciplini St**

"La Cucitoria incontra Coldan". La Cucitoria will open the doors of its workshops to show people the unique creations made thanks to the experience and the expertise of skilled tailors. The atelier will exhibit both the clothes designed by the couturier Sonja Tagliavini and the works of **Daniela Colombo, COLDAN**. A mixture between art and fashion, with a common passion for fashion and craftsmanship.

#### **Laboratorio Paravicini - 8 Nerino St**

In occasion of MDW 2016, Laboratorio Paravicini presents "**PLAYPLATES**", a collection of histories made with different dishes. Hung up in the workshop, dishes rotate, rotate and come alive. Each dish comes to life and tells a story.

#### **Local Design - c/o Teatro Arsenale - 11 Cesare Correnti St**

Local Design presents '*Local Milan*' a showcase of 12 leading Australian designers, dramatically stylized within the ex church now theatre 'teatro arsenale'. curated by local design founder & stylist emma elizabeth & designer tom fereday, the two will ask you to question their countries design.....what is Australian design...? what is Australian style..? don't know..? well we will show you!

#### **Maurizio Barberis - c/o Museum Mangini Bonomi - 20 Ambrosiana St**

'mysterium coniunctionis' ... In search of perfection ... by maurizio barberis. An exhibition curated by **Patrizia Catalano** that presents the Platonic myth of the integration through the overcoming of the personal unconscious and the ego reunion with the universal soul.

Two installations, the Cave of the Nymphs and Nature Naturans, in terracotta and neon, at the Museo Mangini Bonomi, via Ambrosiana 20, a magnificent museum dedicated to the applied arts collected in the twentieth century by the Milanese collector Carlo Emilio Mangini.

#### **Meet My Project - Palazzo Gorani - 6 Gorani St**

*Meet My Project* is an international design exhibition, founded in 2009 by **Francesco Pirrello**, whose mission is to promote design and contemporary creativity, and to connect the various professionals of the sector: designers, producers, distributors, architects. Every year, it is held in Paris, Milan, New York, Miami and Hong Kong. In occasion of the next Fuorisalone, Meet My Project presents "**We are Social Animals - Design e Condivisione**": 35





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international designers will show their original projects that point out the design social role.

**Mimma Gini** – 11 Gian Giacomo Mora St.

For the Design Week 2016 Tessuti Mimma Gini will present the collection *“Normali Meraviglie”*: a project by **Alessandro Guerriero** for Sacra Famiglia Foundation.

**MIPA** – c/o Studio Superfici , 15 Morigi St

*“Esplorare per Riscoprire. La Poesia del Made in Italy”*. MIPA continues carrying out research and modernizing itself by adding one more element to its collections of chippings, inspired by South America, and presenting the **collection Puerto Rico**, starting point for the study and the development of new colors, with a Caribbean taste.

**Neoclassica Gallery** – 20 San Maurilio St

Neoclassica presents **“Reloaded Design: Unique Visionary Decor”**. Unique pieces and limited editions among symbolism, dream, mystery and magic.

**Eliana Trentalancia**, visionary and rule-breaking, esotericism lover, patiently renovates 20<sup>th</sup> century furniture by using poor and precious material, by creating “retrò-chic” pieces that recall a fantastic, bizarre and sometimes ironic universe.

**Pescetta** - 96 Corso Magenta, Milan

Pescetta Antichità e Decorazione, presents “RIFLESSI DEL TEMPO” by **SECONDOTEMPO**: ancient but modern framed time signals.

**Sartoria Bassani** – 11 Cesare Correnti St

Sartoria BASSANI of Fabiana Bassani will host the creations of designers who worked together at a temporary project for the event *“Kintsugi /Studi”*. This event focuses on Kintsugi techniques, a Japanese art that uses gold to repair ceramic objects. The precious metal is used to weld fragments together. Artists will be asked to work on every material.

DESIGNER: **Fabiana Bassani, Lucrezia Caporusso, Clara Pozzetti, Chiara Pierucci, Alessandra Baldereschi, Francesca Mo, Eliana Lorena, Ilaria Beretta, Laura Fissore.**

**SOTOW** – 21 Santa Marta St

SOTOW is an idea of **Paolo Calcagni**, a designer who produces its own works and who focuses on high quality Italian handicraft. Pieces are often customized according to clients' requests and they are then produced by choosing the chromatic range according to the interiors or the outdoor setting where they have to be positioned. During Fuorisalone 2016, new pieces will be shown: “OLIMPO”, ping-pong table made of a flame pattern of walnut root wood, saddle style leather net and brass and mahogany finishing; “GEMME”, a series of led lamps that are 3d printed on metals like brass and silver; “LUIGINA”, a new chair model with stuffed seatback.

**Spazio Omnia** - 4 Bertarelli Sq – entrance 1 Disciplini St

In occasion of the Design Week, OMNIA, the artisan jewelry of **Silvia Maria Gilda Genovese**, presents “Volata di Segni” by the young Italian artist **Flaminia Moizo**. A series of paintings realized with acrylic colors and mixed techniques on canvas, inspired by expressionist artists who bring their souls on the canvas. *“Each trait is a sign and a painting is like the shot of what is in nature, transformed into symbol”*

**Stone Italiana** – 5 Degli Arcimboldi St

Stone Italiana was born in Verona in 1979. At present it is a famous international company that produces quartz surfaces for construction and décor. Thanks to the R&D investments and the use of specific machinery, the company is now able to satisfy the most peculiar and specific requests of the biggest architects of the world, who can have a tailor made product which is always original and unique, like a real work of art.

**Studio 98** – 14 Santa Marta St





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The Architecture studio, exclusively run by women, by **Cecilia Avogadro, Guia Bartolozzi, Clara Bona, Isabella Franco e Betti Sperandeo**, opens to public to present *Anima di Ferro*, the interior design collection created ad hoc by **Piero Bortolotti** for the debut of **90x100 FERRO** at Design Week 2016. The collection combines two apparently opposite worlds, and it mixes iron, a material that is normally used for modern or industrial décor, with the sinuous lines of Baroque art. The result is a new expression of classic/modern style. *"Nothing is created, nothing is destroyed, everything is transformed"...*

**Studio Imagina** - 7 Circo St

**Studio Sirotti** presents: "POP: la nuova seduta espressione del comfort contemporaneo" by **Riccardo Sirotti** and **Claudia Pellerano**.

**Studio Museo Francesco Messina** - 4/A San Sisto St

*"Il luminator Bertocchi di Luciano Baldessari"* by Lukas Janish, Mariella Brenna, Maria Fratelli. The exhibition displays **Luminator Bertocchi**, the first Italian object of industrial design, made for the Bernocchi stand at the 10th International Fair of Milan in 1929, with a detailed study of the project thanks to the documents of the CASVA archive.

**VBT DesignArt** - 4 Santa Valeria St | Santa Valeria Garden

VBT Designart presents "Shapes and shadows". From the concept of "full and empty", the new project by **Vittorio Bifulco Troubetzkoy - Enrico Casmirri - Susy Manzo - Maurizio Martiniello** is conceived, for the 2016 edition of Fuorisalone. The matter becomes empty, it occupies different spaces and it creates new shapes and perspectives. Seats and tables made of iron and tubular brass, tales and engraved paper clothes suspended in the air, and matter installations result into light and delicate structures. Beams of light underlines the essential balance relation between fullness and emptiness, and they create shadows and reflexes that occupy unusual spaces of the surrounding environment.

**Wait and See** - 12 Santa Marta St

Wait and See, with the motto "Don't Forget to Play", hosts **Casalinghe di Tokyo**, the recent and eclectic project of Milan, founded by **Alice Schillaci**, which combines design, handicraft -strictly Made in Italy - and Italian features for kitchenware. *"Trame italiane"* is a limited edition of twenty small, hand embroidered tablecloths, illustrated by **Arianna Vairo**, who was inspired by Italo Calvino's Italian tales. During the design week, guests can enjoy a series of tea breaks in an enchanting fairy-tales environment realized in collaboration with Funky Table, which is protagonist of a new dining philosophy.

## Other participants

**Aldo Citterio** - 18 Orefici St

**Ambrogio Carati** - 1 Cesare da Sesto St

**Apparatus** - 14 Santa Marta St

**Bianca Bassi** - 13 Alessi St

**Biffi** - Corso Genova

**Boutique Rancé** - 15/A Corso Magenta

**Caminadella Dolci** - 23 Caminadella St

**Cavalli e Nastri Donna** - 12, Gian Giacomo Mora St

**Cavalli e Nastri Uomo** - 3 Gian Giacomo Mora St

**Circus** - 15 Medici St, at the corner with Circo St

**DecorAzione di Angela Florio** - 20 Santa Maria Fulcorina St

**Ethimo** - Corso Magenta, at the corner with Brisa St

**Gardenia Sas** - 20 Gian Giacomo Mora, St

**Galleria Rubin** - 10 Santa Marta St

**Giusy Bresciani** - 15 Zenale St

**Guido De Zan** - 3 Pio IV St

**Henry Beguelin** - 7 Caminadella St

**Il Lingottino** - 10 Santa Marta St

**Laura Menegotto** - 20 Santa Maria Fulcorina St

**Legatoria Conti Borbone** - 31 Corso Magenta

**Luxury White** - 16 del Torchio St





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**Matthan Gori** - 14 San Maurilio St  
**Maura Coscia** - 28 de Amicis St  
**Nuova Taglieria Crippa** - 12 Cornaggia St  
**OM Food** - 12, Corso Magenta  
**Ottica San Maurilio** - 14 San Maurilio St  
**Pellini** - 9 Morigi St  
**Pia Virgilio** - 20 Santa Maria Fulcorina St  
**Pilgio** - 6 Caminadella St  
**Risi** - 21 San Giovanni sul Muro St  
**Sacchi Restauri** - 4 Bertarelli Sq  
**Sotto Il Gazebo** - 6 delle Asole St  
**Spazio Big Santa Marta** - 10 Santa Marta St  
**The FabLab** - Via Santa Marta, 18 c/o SIAM

